



MICHAEL WOODY

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SKILLS

Visual

Branding, logo design, typography, layout

UX

Research, user personas, heuristic analysis, wireframing, prototyping

Web

HTML & CSS, Wordpress, PHP, SEO

EXPERIENCE

Amazon

Visual Design, 2016

Designed strongly branded promotional graphics, developed clean and effective graphic templates and styleguides. Fulfilled multiple project requests while simultaneously meeting tight deadlines. Acted as liaison between design and retail category business team. Worked with Art Directors to develop campaign concepts for brand pages, products and services.

Anne Douglass Therapy

Branding and Web Design, 2016

Designed a brand identity system and developed print and web assets based on the brand guidelines. Managed relations with client, content writer and photographer to produce a finished product.

Texas Art & Film

Web Redesign, 2015

Conducted user research and feedback to redesign an online film magazine. Analyzed the needs of users based on research and added search, comment and social media features that resulted in increased user traffic by 150%.

Navos

Mental Health Specialist, 2014-2016

Implemented treatment plans for mentally ill/at risk patient population based on the needs of the individuals and monitored patients' progress with their plan.

SOFTWARE

Adobe Suite

Illustrator, InDesign, Photoshop, Dreamweaver

Prototyping

Marvel, Sketch, Experience Design

Motion

After Effects, Premiere Pro, Character Animator

3D Modeling

Rhino

EDUCATION

Graphic Design

Seattle Central Creative Academy, 2014-2016

Bachelors of Arts in Psychology

University of North Carolina at Asheville, 2004-2008